

ANNA-LEA BOEKI

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radicallyfussy.com/



SENIOR CONTENT & CREATIVE STRATEGIST

Thoughtful, editorially driven content leader with 7+ years of experience translating complex business, policy, and product topics into clear, compelling narratives. Known for strong editorial judgment, precision writing, and the ability to work closely with executives and subject-matter experts on high-stakes content. Brings a deep respect for craft, plain-language communication, and accessibility, paired with an insatiable curiosity about the world. Equally comfortable shaping long-form thought leadership as refining a single line of copy, and trusted to move work from research and strategy through final execution in lean, collaborative teams.

PROFESSIONAL EXPERIENCE

Content Strategist & Writer

Radically Fussy | Remote

January 2022 – Present

- Provide strategic content and writing support for select clients across luxury travel, automotive, finance, media, culture, and personal branding
- Develop digital content and marketing collateral, including executive bios and narrative positioning for a high-profile NDA client
- Apply plain-language principles, accessibility standards, and brand voice guidelines across channel ensuring clarity, consistency, and intuitive audience experiences

Senior Social Media Manager & Content Specialist (Contract)

Element Fleet Management | Remote

February 2023 – December 2024

- Led end-to-end content strategy and execution across social, web, thought leadership, executive advocacy and sales enablement during an extended contract with expanded scope

- Wrote and edited executive thought leadership, market trend reports, webinar content, blogs, guides, case studies, one-pagers, nurture emails, video scripts and social media aligned with brand, legal, and accessibility standards
- Partnered closely with subject-matter experts to translate complex transportation, safety, market trends, sustainability, and EV topics into clear, confident narratives
- Collaborated with ESG, DEI, Legal, Product, PR, HR, Communications, Marketing, Sales, Global, Events, and Strategic Consultants' teams
- Directed designers through creative briefs and reviews for carousels, videos, reports, presentations, and product pages
- Audited and enhanced SEO with Semrush and optimized with Jasper AI. Developed and managed content calendars, workflows, and approval processes using monday.com
- Co-authored corporate social media policy and presented strategic plan for recommendations to senior leadership
- Tracked performance using Meltwater and delivered Monthly Operating Reports with actionable insights
- Drove measurable growth:
 LinkedIn followers +27% Engagement +11% Page views +33%

UX Copywriter (Contract)

EatSleepRide | Remote

August 2021 – January 2023

- Wrote and edited UX copy in Figma for mobile and web experiences supporting a global rider community
- Localized content into French
- Collaborated with founders and designers on product descriptions, contest copy, and rules and regulations
- Ensured clarity, legal accuracy, user trust, and consistent brand tone

Content Specialist

First Weekend Club | Remote

February 2015 – December 2020

- Led content strategy and execution promoting Canadian film and creators
- Copywriter, editor (short- and long-form) and content creator publishing editorial and social content informed by SEO and UX principles

- Managed WordPress updates, social media campaigns and collaborated with a programmer to create new landing pages
- Used journalism skills to create video interviews at industry events building sustained community engagement through strong storytelling and editorial standards

Copywriter (Contract via Gallipro Agency)

Canadian Securities Institute (Moody's) | Remote

December 2017 – April 2018

- Researched and wrote B2B product content and created B2C video scripts for financial education programs
- Delivered copy aligned with regulatory, legal, and brand requirements
- Worked under tight deadlines while supporting product clarity and learner engagement

Social Content Strategist (Contract)

Toronto Urban Film Festival (TUFF) via Pattison Outdoor Advertising | Remote

April 2014 – September 2016

- Interpreted analytics, researched, and developed content strategy for this subway-based short film festival to guide messaging decisions
- Led campaign development positioning the festival at the intersection of public art and international storytelling
- Maximized brand awareness:
 - Increased film submissions by 25%
 - Expanded global reach by 81% by developing strategic partnerships

Project Lead (Contract)

CBC Kids | Onsite Toronto

January – August 2013

- Produced and led content for a national digital contest campaign and live event with 10K+ attendees
- Supervised cross-functional teams including TV programming, Interactive, Legal, Designer, Programmer, QA, Special Events, and Marketing, plus partnered with major cultural and corporate organizations and managed three assistants

- Authored press kits, promos, UX copy, and public-facing communications
- Delivered high-impact, branded activations and audience engagement initiatives
- Achieved maximized growth:
 - Doubled website traffic

TOOLS & PLATFORMS

Figma, Adobe Creative Suite, Canva, iMovie, WordPress, Semrush, Jasper AI
monday.com, Basecamp, Notion, Slack, Miro, Trello
LinkedIn, Instagram, X, Facebook, Hootsuite, EveryoneSocial, Meltwater

EDUCATION

University of Toronto
Bachelor of Arts, Political Science & Sociology

École Secondaire Étienne-Brûlé
French-Language High School